

Why not **QUEENSLAND?**



QUEENSLAND GOVERNMENT TOURIST BUREAU

ADELAIDE ST • BRISBANE

17 MARTIN PLACE SYDNEY • 303 COLLINS ST • MELBOURNE



Bellenden-Ker Range and Cane-Sugar



Farms, Babinda, North Queensland.

WHY NOT QUEENSLAND?

WHEN planning your next holiday examine the opportunities for tourist travel in Queensland. Other countries have become world famous because of certain sporting or scenic attractions. New Zealand is noted for its deep-sea and its trout fishing, its snow-clad mountains and thermal regions. Canada is known for its Rockies and its lakes. South Africa lures the traveller with the promise of its sunshine and big-game hunting. The West Indies are islands of rare tropical beauty and romance.

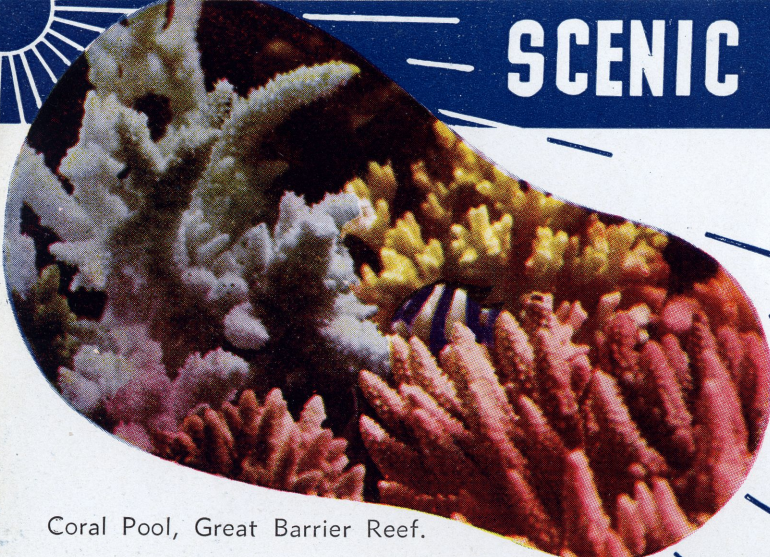
Queensland also has a surfeit of glorious sunshine to give and the beauty to display of coral-girt tropic islands of almost virginal loveliness. The Queensland winter climate compares more than favourably with the best in the world. It possesses magnificent surfing beaches, one of the most outstanding geographical features in the Great Barrier Reefs, and its fishing grounds offer thrilling sport to the big-game hunter of the seas.

Spread out your holiday map, note the varied topography of this extensive temperate zone north and south of Capricorn, the island-studded coastline, the lost world of peaks and plateaux in the south-east corner, and the forested tablelands, tropical jungles and sugarcane plantations of the Far North—and then ask yourself, Why Not Queensland?

QUEENSLAND IS DIFFERENT!

AS the tourist attractions receive increased publicity, more and more people turn with quickened interest to Queensland. This applies not only to people in the southern States, but from overseas also. The overseas and southern tourist and sportsman may now spread before him when planning his next holiday a map which offers fresh fields for travel and adventure. Queensland, with its temperate highlands, tropic littoral, almost perennial sunshine and an exciting new world in the regions of the Barrier Reef, is quick to claim attention. It is a land of magnificent distances and diversified scenery—scenery so different from that to be seen in the southern States that a round tour is a procession of exciting contrasts. North of Twenty-eight skies seem a deeper, a more vivid blue, seas a richer azure, stars burn brighter, nearer, and a "livelier emerald twinkles in the grass." Trees wave flowered foliage in the aureate air, colourful shrubs brighten street and garden, and throughout the year flowers and creepers and rambling vines are blossoming in riotous confusion—flowers which seem to have stolen their colours from tropic sunsets. As there is a charm, an intangible quality about Brisbane, the capital, so it is with Queensland generally, especially the Tropic North, with all the significant marks of "difference."

SCENIC ATTRACTIONS



Coral Pool, Great Barrier Reef.

QUeensland
abounds
in natural
beauty spots,
scenery by
shore and
summit, plain
and valley of
ineffable love-
liness. In the
south-east are
lofty magnet-

mountains, sub-tropical wonderlands containing rare plant and bird life and ancient trees—Lamington National Park, Tamborine, Beechmont and Springbrook. This rugged upland region of mists and moss-clad trees is bordered by miles on miles of silver strands upon which the league-long combers crackle and smash in foamy turmoil—Southport, Surfers' Paradise, Burleigh Heads, Currumbin, Coolangatta and Tweed Heads. Moreton Bay, studded with islands, forms an aquatic playground of singular charm. Bayside resorts within a few miles of Brisbane include Sandgate, Redcliffe, Wynnum, Manly, Cleveland and Redland Bay (noted for tropical fruits). West of Brisbane are Toowoomba on the crest of the Main Range, Stanthorpe and the fruitful Granite Belt, and the famous Darling Downs, the granary of the State, and the beautiful Bunya Mountains. The glorious North Coast strands extend from Caloundra to Noosa Heads, a chain of delightful surfing resorts, while inland is the Blackall Range with its citrus orchards, pineapple and banana farms, and rich dairy pastures. Farther north are the Wide Bay and Burnett rural districts, Rockhampton and the Central-west, Mackay, Bowen, Townsville and the North-west, and the tropical approach through



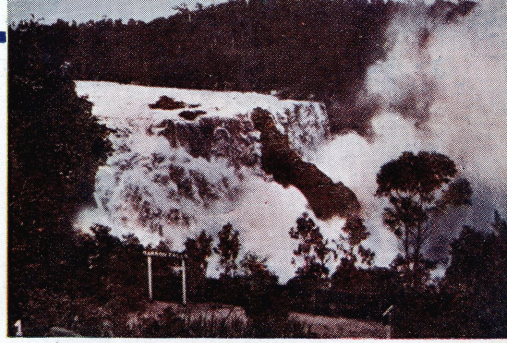
Boat Port, Lindeman Island, showing Lion Island.



Innisfail and Babinda to Cairns and the ever-cool tablelands bordering the Coral Sea.

The Great Barrier Reefs extend along the greater portion of the Queensland coast—from Torres Strait to Breaksea Spit, a distance of some 1,250 miles. Tourist resorts are established on several of the islands in the areas enclosed by the Barrier Reefs. Some are high mountainous islands with fringing coral reefs; others are tiny coral cays. Heron Island is reached by way of Gladstone; Lindeman Island is north-east of Mackay; Day Dream, South Molle, Long, and Hayman Islands are near the Whitsunday Group and are reached by way of Proserpine; Magnetic and Palm Islands are adjacent to Townsville; Dunk Island is reached from Tully; and Green Island is a popular resort out from Cairns. Accommodation, cuisine and general services will prove satisfactory. Access is by rail to points of embarkation along the *Sunshine Route* or by steamer.

1. Barron Falls in Flood, near Kuranda, North Queensland.
2. Lake Eacham, Yungaburra, North Queensland.
3. Farm-lands from Picnic Point, Toowoomba, South Queensland.
4. Albert Gorge and Lost World, Lamington National Park, South Queensland.
5. Coolangatta Beach from Greenmount Hill, South Queensland.



GENIAL CLIMATE



SUNSHINE and Queensland have almost become synonymous terms. Throughout the year this northern State is suffused with pagan light. During the glorious winter months from June to August, Brisbane revels in some 628 hours of bright warm sunshine, compared with 384 hours for Auckland, 569 hours for Sydney and 395 hours for Melbourne. The most salubrious climate in the Commonwealth is enjoyed between May and September along this golden littoral—the Riviera of Australia. Winter and summer, Queensland is noted for the equability of its climate. There are seldom extremes of heat or cold. This large State of 670,500 square miles is divided from east to west into the Coastal Plains, Eastern Highlands, North-western Uplands and Western Plains, and the climatic condition of any locality depends more upon its position with respect to those divisions than to its distance from the Tropics. The term "cold" can scarcely be applied to winter in even the most southerly parts of the State, Brisbane having a mean minimum temperature of 49.8 degrees and a mean maximum of 69.5 degrees. There are no thunderstorms and only scattered rain during the winter months; the seas are calm and skies serenely blue. During the three summer months, the cool green retreats among the highlands adjacent

1. Amongst the Pineapples, Redland Bay, near Brisbane.

2. Timber Team crossing Barron River, North Queensland.



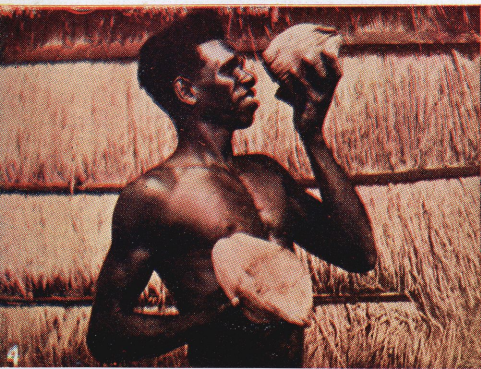
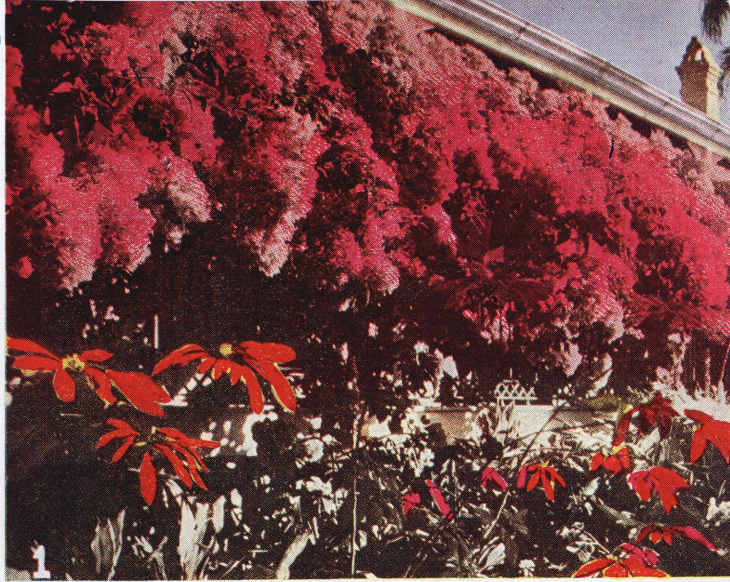
to the metropolis are popular with Queensland and southern holiday-makers. The island resorts within the magic regions of the Great Barrier Reefs are favoured throughout the year. In summer the day tides are lowest, enabling the coral reefs to be explored to better advantage. Turtles and huge colonies of sea-birds visit the islands in summertime.

1. Bougainvillea and Poinsettia, Brisbane.

2. " Fairyland." Tropical Tea Gardens, near Kuranda, North Queensland.

3. Koalas. "Sun" Photo.

4. Native Boy, Lindeman Island.





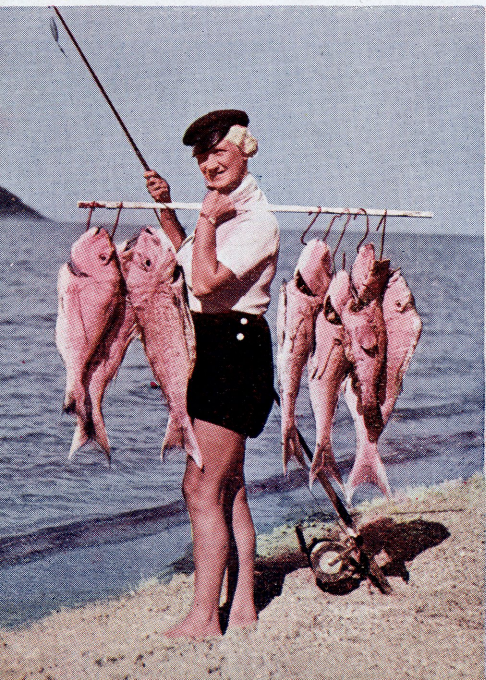
SPORTING

QUEENSLAND

is a prominent

sporting State. With such a genial climate and surfeit of bright sunny days, conditions are ideal for all the sports in season. Brisbane's race meetings are renowned, the track at Ascot being among the most picturesque in Australia. On the broad serene reaches of the Brisbane River, sailing and rowing regattas are regularly contested. Pretty golf courses and bowling rinks are dotted throughout the metropolitan area. All the cities and principal towns in Queensland have ample sporting facilities. The deeply indented coastline, the number of estuaries and clustering islands provide splendid fishing grounds. Game-fish, such as marlin swordfish, mako sharks, Spanish mackerel, bonito, tunny, turrum, and other sporting fish, and an infinite variety of smaller fish frequent

Queensland waters, especially the Barrier Reef zones. About 250 varieties of edible fish are found in these waters. The surfing beaches north and south of Brisbane are unexcelled. Hiking, riding, mountaineering, surfing—there is an endless variety of other recreations to be enjoyed in this sunny State.



THE Queensland
winter months,

SOCIAL



when days are crisp and golden, and nights are crystal-clear, fragrant, the heavens massed with stars, offer unique opportunities for social activities. During mid-winter, in early August, the Royal National Show is staged at Bowen Park. The Agricultural and Industrial Exhibition is one of the outstanding events of the year. Town and country mingle in a week of celebration. Most of the principal balls, social functions and sporting fixtures are held during that merry week. Large numbers of southerners visit Brisbane to join in the Show Week festivities and revel in the hospitable sunshine. Winter nights in Brisbane are dancing nights. Several leading hotels in the city have public ballrooms, where dancing can be enjoyed every night. There is no cost for admission. Musical, stage, and radio celebrities visiting Australia also perform in Brisbane. The theatres offer the best entertainment available. Repertory and Little Theatres, Orchestral, Eisteddfod, and Literary movements are well established. Queensland is noted for the excellence of its choral and band concerts.

1. Turtle Riding on Barrier Reef.
 2. Angler at Lindeman Island.
 3. Sailing Regatta, Brisbane River.
 4. Riding Party, Mount Tamborine.
 5. Doomben Racecourse, Brisbane.
 6. Municipal Golf Links, Brisbane.
 7. On a South Queensland Beach.
- (Nos. 4, 5, and 7, "Courier-Mail" Photos.).



WHAT TO WEAR

WHILE the Queensland climate is considerably warmer than that of the southern States, it is advisable to pack warm clothing. When the westerly wind, the Queensland mistral, invigorates the seaboard with its penetrating, but healthful blast, it can be very sharp in Brisbane. Night temperatures on the highlands, even in the hinterland of Cairns, are often decidedly cool. Winter months throughout the State are usually dry months. In summer tropical dress is necessary. Shorts, slacks and the usual beach and yachting dress are worn on the Barrier Reef Islands, together with a large sun hat and strong boots or waders for fossicking on the coral reefs.

ACCESS

ENTRY may be made into Queensland by daily rail services by way of Kyogle or through Wallan-garra. There are regular interstate steamship services. Oversea liners voyaging by way of southern ports or Torres Strait all call at Brisbane. Airliners operate between Brisbane and southern capitals to a regular twice-daily schedule. Comfortable tourist coaches travel over scenic routes between capitals.

Motorists who intend to remain in Queensland longer than fourteen days should secure a visitor's permit which lasts three months. If it is intended to travel more than 100 miles from the Border, a permit should be obtained within twenty-four hours. Registration is compulsory if a visit for longer than three months is intended.

Interstate Passenger Liner in Brisbane River. "Courier-Mail" Photo. Page Ten



TRAVEL SERVICE

THE Queensland Government Tourist Bureau offers a complete travel service for tourists, and for this purpose maintains offices at Melbourne, Sydney, Brisbane, Rockhampton, Townsville and Cairns.

● These offices are staffed with travel specialists who will readily assist in planning your holiday whether it be a week-end trip or an extended tour. A cordial invitation is extended to you to use this free service.

● Officers of the Bureau at Brisbane, Townsville and Cairns meet overseas and interstate passenger vessels to supply general information and arrange bookings for accommodation, transportation and sight-seeing tours. The Bureau is an accredited booking agency for principal rail, road, sea, and air services, interstate and intrastate, and for recommended hotels and guest houses throughout Queensland.

● Inclusive tours to North and South Queensland and the islands of the Great Barrier Reef are arranged throughout the year. In many instances reduced rail fares are granted for tours in South Queensland and from Southern capitals to Brisbane, North Queensland and Barrier Reef Islands.

● Descriptive literature on Queensland tourist resorts is available on application. Special programmes are published before the commencement of each summer and winter season, giving full particulars of the inclusive holiday tours available for the season.

QUEENSLAND
TOURIST



GOVERNMENT
BUREAU

Adelaide Street,
BRISBANE.

17 Martin Place,
SYDNEY.

303 Collins Street,
MELBOURNE.

And at Rockhampton, Townsville, Cairns.

